

SCOUTING AMBASSADOR

Scouting Ambassadors Role

- Be prepared and excited to share Scouting's positive message in your community – both within and beyond the Scouting community.
- Share your pride in the BSA with other volunteers, friends and neighbors.
- Identify three units in your council to connect with and be prepared to facilitate a parents' meeting to educate and reassure our Scouting community that our programs are vibrant and safe.
- Help to connect with potential chartered organizations in our council.
- Use your social media channels to promote positive stories about scouting.
- Be a resource – know where to find answers.

Desired Outcomes

- Positive Scouting story shared in each community.
- Increased awareness of the impact of Scouting in the State of Alabama.
- Unit leaders are able to effectively communicate and explain Scouting to parents, friends, & business associates.

Scouting Ambassador Resources:

www.scoutingwire.org/marketing-and-membership-hub/

<https://www.scouting.org/training/youth-protection/>

Tufts Study, Scouting Builds Character: www.sites.tufts.edu/campstudy

www.scoutingnewsroom.org

www.bsaparents.com

Facebook: www.facebook.com/BSAparents

YouTube: www.youtube.com/BSAParents